

Ask for Treasure Hunt Tickets With Every Purchase Here!

SHOP TALK
By RAY BROOKS

Torrance Herald

SECTION B
Society-Sports
Theatres

TWENTY-THIRD YEAR—No. 48. TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 2, 1937 \$2.00 PER YEAR—SINGLE COPY 5c

JOYOUS THROUG HAILS SANTA IN FOG

Lights and Music Add to Festivities

True to tradition that keeps him on schedule no matter the weather, Santa Claus, in person, came to Torrance blanketed in pea-soup fog last Friday night and thereby revived the confidence of hundreds of waiting children.

Hundreds? There may have been a thousand or so wide-eyed moppets in the great downtown crowd that also witnessed the first illumination of the colored Christmas lights and cheered Santa's arrival atop one of the city's fire trucks.

There were little tykes getting their first glimpse of the white-whiskered old fellow in a red suit, older youngsters whose faith in Santa is stronger than many an adult's in death or taxes, 'tween-age boys and girls who are inclined to scoff at such childish beliefs, and mothers, fathers, uncles, aunts, grandpas and grandmas who enjoyed the spectacle, staged by The Herald, as much or more than the most eager child.

Santa, flying from the North Pole, was unable to land his plane in Torrance. For that matter, he could not even see the great beam of light that spiked its way into the skies from 750 million candlepower searchlight located at the triangular park off Sartori and Marcelina avenues. So he landed in an open field near the city and was whisked here on the fire truck. At Torrance boulevard and Sartori he was greeted by the first illumination of the street decorations. The Torrance Municipal band, led by Margie Harris, 15-year-old drum major of Wilmington, and a police car escorted him thru the business district.

Babble of Believers
His white beard and eyebrows glistened with the fog flecks as he huge searchlight—50 inches in diameter—caught him waving greetings to the throngs that lined the streets. He was a noble figure, that Santa Claus, great of girth, a big smile and his snow-white hair which was concealed under his pilot's helmet.

The band and fire truck's progress thru the jam-packed streets was slow, allowing the North Pole visitor ample time to answer the delighted yells of the youngsters seeing him for the first time this year. Carloads of more children lined Gramery, Crayens and Marcelina, the route of the procession. Arriving back at the little central park in front of the theatre, Santa arose and demanded: "How many of you children believe in Santa Claus?"

A babble of shrill piping and cheers shot up. Well-satisfied, Santa made a brief talk—most of which was drowned out by the noise of the searchlight generator—announcing the opening of the Second Annual Treasure Hunt, sponsored by 28 leading merchants and stores, advising his constituents to be "good little boys and girls" and explaining that he was hard at

work in his North Pole workshop getting toys and other gifts ready for his world-wide trek on Christmas Eve.

Santa tried to make his way thru the shouting, excited mob of youngsters to get his mail from his special mail box at the little park but he soon discovered that if he proceeded some youngsters would have gotten hurt in the crush. So he backtracked to the fire truck and Ray Brooks, Herald advertising manager, collected more than 200 letters from a box and gave them to Santa.

These missives clutched to his red coat, Santa shouted a hearty Christmas greeting to all and waving his other hand, he was driven off aboard the fire truck. The great searchlight beam pursued him down the street until both the truck and Santa were lost in the fog.

Herald Thanks Those Who Aided Santa's Visit Here

The Herald, which arranged for the pre-view visit of Santa Claus here last Friday night, expresses its sincere appreciation to the following for their contribution to that most successful opening of "It's Christmas Time in Torrance!"

SANTA CLAUS, for his generous response to a telegram of invitation.

MODERN COPPER AND METAL WORKS, Los Angeles, who furnished the 60-inch searchlight—largest one in stock—when The Herald had only one contracted for the use of a 24-inch light. The 750 million candlepower beam was operated by Edward Newton, who did his best to sight Santa's plane thru the fog. The great light, on a clear night, can be seen 200 miles. It was the same type as used by the Army as a plane-locator.

MARJIE HARRIS, Wilmington drum-major, who directed her talent and led the band in a spirited performance.

THE TORRANCE FIRE DEPARTMENT for the use of the fire truck that rode Santa into town in great style.

POSTMASTER EARL CONNELL for the Santa Claus mail box in the little central park.

THE TORRANCE MUNICIPAL BAND for its splendid music that added greatly to the spirit of the occasion.

THE TORRANCE POLICE DEPARTMENT whose officers aided in keeping Santa's visit free from accidents.

AND CITY CLERK A. H. BARTLETT, who gave yeoman service in acting as liaison agent between the ornamental light-switch throwers, the band, fire and police department and Miss Harris and The Herald.

LETTERS TO SANTA CLAUS
WINNIE SEVIER: Jump rope, set of dishes, block set, Christmas greetings.

JOY SEVIER: Age 9. Set of dishes, bike, pincel box. Christmas hampines to you.

ROGER LANG, 1633 Acacia: I am a little boy almost three years old. I would like a train and a tricycle and a ball and a book. A wagon and a new suit. I have been a good boy. I hope I can see you when you land tonight. I will be watching for you.

MARILYN HOOVER: I am 5 years old. I want car with steering wheel, skates, suit case for baby clothes, sweater and tool chest and siren car. Love. **LOIS TEVIER**: Age 4. I want a tricycle and a doggy and ball. Doll. Yours truly.

RICHARD McRAE, 1607 21st: I am a little boy 8 yr. old. I have been a good boy. Will you bring me a pair of skates & a football. Some candy too. Goodbye.

Bag of Candy for Mama
CONNIE LEE, 1748 Andros: My name is Connie Lee. Benjamin—please bring me a big dolly and buggy, teddy bear and story book—and anything else you want to. Love.

DONNA MAUK, 2316 Mari-

Santa Lets Herald Publish Letters Addressed to Him

Amazed at the number of letters he received, Santa Claus read each missive carefully, noted the desires of his correspondents in his Big Book and then gave The Herald permission to publish them. Santa made only one stipulation: The letters must be printed exactly as they were written. This The Herald agreed to and so—here's the first installment of "Letters to Santa from Torrance Children."

The remainder of the communications will be published next week. Read them all—you'll get a laugh from some, their childhood tragedy in others, and all are sincere expressions from boys and girls you know right here in Torrance!

Letters to Santa Claus
ETHEL WEST (wrote by bobby for ethel), 2517. Sonoma: I wish you would please bring me a shirly templ doll and a stocking with candy and nuts in it. I "dent" go to school in four year and I was good all year.

SHIRLEY ALLEN, 1325 Sartori: I want a shirly doll and bicycle. (Ed. Note: Shirley's sister Beverly also wrote Santa but her scried is indecipherable—even to Santa).

RAMONA: I want a doll and dog and whatever else you bring.

VIVIAN OLIVER, 1904 Gramery: Will you send me a Mickey Mouse watch. But bes of all I would like a big Bike.

BETTIE WEST: Will you please send me a Jane withers doll for me and my little sister or a bike. Yours truly and loving, P. S. We are goods girls and my little brother want some skates. I want a bag full of candy for mama.

SHIRLENE AND ROBERT PAULNY, 912 Amapola: Will you bring me a doll buggy with windows and a doll with hair and an iron and ironing board and black board. My brother wants a train and a car and a drum. This will be all this year Santa Clause. We have been very good children.

Bobby Writes for Ethel
JOAN SCHMITT & BILLIE PADDOCK, 1325 W. 220th: Will you please bring me 1 pr. of

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BILLIE ELLIS, 1633 Acacia: How are you this year? we have all been fine and I have been an extra good boy. So I would like a train, a dump truck and a tricycle with big balloon tires. I am four and one half years old so you will know the rite size to bring me. I am hoping to hear from you soon, with lots of love. P. S. I have a little brother away up in the desert his name is Frankie and he is almost three years old. I don't know what he wants but please don't forget him.

BILLY SMITH: Please bring me a cowboy suit and a set of tools and some more soldiers.

DICKIE SCHUMERT: Please bring Dickie—Richard—John

MASTER FLOYD SHIRLEY: I have been a pretty good boy to be only 3 years old. If you can spare a shovel, rack and hoe I will be pleased.

DOROTHY & PAULINE AND BILLY LEETZ, 1920 Gramery: I want a Di-Dy doll and a wrist watch. My Brother wants a Electric Train. My sister wants a paint set.

Letters to Santa Claus
Schumert—a tool chest and a phonograph. I will be a good boy so you will bring me these things. And please don't forget Marilyn and Dear Marie. They are my little sisters. Love. (Dictated by Dickie, c.a.s.)

JEAN FRANCES POWELL, 2724 237th: I am a little girl just 5 years old. And I would like a cowboy hat and a pair of roller skates for Xmas. I am trying to be as good as I can be so don't forget me on Xmas night. Love.

Nancy Regrets For
JERRY, JACKIE AND SELMA JEAN Goddard: I wish you would bring us these things. My sister wants a little piano, a doll, a dress, a robe, a coat and a pair of house slippers. My brother wants a scuttler with a seat, a robe, a switter, two shirts and some snow clothes, and a pair of slippers. I want a bike, a switter, some snow clothes, a robe and a pair of house slippers, and two shirts. I do not want my Mother and father want, but please bring them some very nice things. Your little Friends.

WARREN LANG, 1633 Acacia: I want a desk with a roll top and a chair to match it and I want a foot ball, and a base ball and bat. I want a lunch pail and some roller skates. I want a book. I will be looking for you. I have been good.

BILLY MORGAN, 2119 Arlington: I want a two-wheel bike and games, the first game is Bingo and Fibber McGee. I

(Continued on Page 8-B)

Guest Leader



MARGIE HARRIS being taught by chimp

An added attraction at The Herald's community Santa Claus reception last Friday night was the charming 15-year-old Banning high school girl pictured above in a typical pose. Miss Harris lives in Wilmington and she generously offered her drum-major services to lead the Torrance band. Garbed in white slacks and a white satin blouse, she twirled a silver baton with precision and confidence.

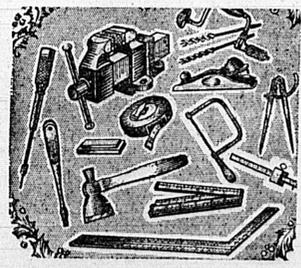
Miss Harris is being taught the art of majoretting by Gwen Stith, recently proclaimed "world's champion girl drum major." At the conclusion of her performance here, she was presented with a large box of candy by Harvel Gutfelder, president of the Torrance Retail Merchants' association.

work in his North Pole workshop getting toys and other gifts ready for his world-wide trek on Christmas Eve.

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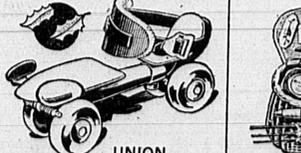
Well Folks, Just a Few Christmas Suggestions



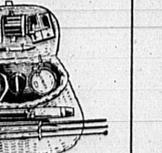
- Planes
- Hammers
- Bit Braces
- Auger Bits
- Squares
- Levels
- Calipers
- Drill Bits
- Pocket Knives
- Wood Chisels
- Pocket Rules

Scout Knives 60c
Scout Axes 75c
AND THOSE Yankee \$1.00 Screw Drivers

For the Kitchen
• Purex
• Baking Dishes
• Casseroles
• Percolators
• Roasters
• Waffle Irons
• Grills
• Thermos
• Bottles
• Cake Pans



ROLLER SKATES UNION \$1.75
BALLS—BATS



Plunger Reel No. 1989 \$9.00
Other Reels to Suit your Taste. Fish Poles for All Kinds of Fishing

FOR DUCK and QUAIL HUNTERS!—All super X shells, 12 gauge. BOX \$1.10
LIGHT LOADS 80c

And then, A NEW COAT OF PAINT for the House which all will enjoy. Get the Paint Chart and pick the color. I have yours for you. Of course, it is SWP.

WORRELL The Hardware Man

"WHERE A G OES FARTHEST"
1517 Charrillo Torrance Phone 167-M



The Bank of America Christmas Club smile is on more than 155,000 faces this year!

Bank of America is paying more than 9 1/2 million dollars to Christmas Club savers for 1937 Christmas spending.

join Bank of America CHRISTMAS CLUB now!

BANK OF AMERICA Christmas Club members have plenty of funds for Christmas. They joined for many reasons—ranging from the purchase of a coveted fur coat to the down payment on an automobile or a new home.

Have that Christmas Club smile next year! Save for what you want most by joining now. You may deposit as little as 50 cents weekly.

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TWO DAYS ONLY—FRIDAY AND SATURDAY

59¢ — This Certificate Is Worth \$4.41 — 59¢

This certificate and 59c entitles the bearer to one of our Genuine Indestructible \$5.00 Vacuum Filler Sackless Fountain Pens, Visible Ink supply. You see the ink!

A LIFETIME GUARANTEE WITH EACH PEN

Limit 2 Sets to Certificate

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THE NEW PLUNGER FILLER—ZIP—ONE PULL AND IT'S FULL!

This PEN holds 200% more ink than any ordinary fountain pen on the market. You can write for three months with one filling! No repair bills! No lever filler! No pressure bar! Every pen tested and guaranteed to be unbreakable for life. **GIVE YOURS NOW!** THIS PEN GIVEN FREE if you can buy one in the city for less than FIVE DOLLARS! This certificate good only while advertising sale is on.

ALSO PENCILS TO MATCH ABOVE PENS, 26c

FRIDAY & SATURDAY, DEC. 3 & 4 MAIL ORDERS 6c EXTRA
If you cannot come at above time, leave money before sale starts to reserve your order.

DOLLEY DRUG CO.
El Prado and Sartori Ave., Torrance. Phone 10.

BANK BANDIT BUFFALOER
Tucked neatly behind the counter and slightly below the teller's cash drawer at the local money lender's emporium, the Bank of America, are several numbers of Buffaloers. To us, my frantz, these numbers are all so much Arabic but to the dough disher outers they mean the difference between gettin' in the drawer and stayin' out.

You see, it's a new patented Bank Bandit Buffaloer. The boys, Sam and Larry, know what number to push 'em up, have no trouble opening the thing. And, too, if a person bent on criminal activities should desire to "stick 'em hoop de benk" all the lads have to do is push 'em up another button, watch all the greenbacks slide down below the counter into a safe with a time lock on it.

To show that there's a human side to robbing banks, the inventors have added an extra touch. Clipped securely to the trap door in the bottom of the currency compartment are a few fives and tens. These bills are to a bandit what a celluloid teething ring is to a baby—just a pacifier. Imagine how sore you'd be if you were burgling a bank and found no shekels in the drawer. You might start "shooting hoop de benk."

To add a final menace to this ingenious contraption, under one pile of the "pacifier bills" is a button which, when disturbed, rings a bell in the police station, blows a horn, cries with pain and throws a neat half dozen tear gas bombs.

To ambitious bank sticker uppers Manager Dean "Money Bags" Sears says, "Come and get it!"

TEN YARDS OF YARDLEY'S
Hard working George Probert, of the Torrance Pharmacy, has up on display this week one of the handsomest layouts of a single product we've seen.

Arranged in clever formation on the north counter are boxes and boxes of Yardleys of London, one of the better and more exclusive lines of English toilettries and soaps. The display reaches almost to the ceiling and shining over the entire thing is light from two flood lamps fixed to the ceiling.

Congrats, George on this neat setup and congrats, too, on the beautiful Christmas decorations in your store.

YOU CAN GET IT FOR YOU WHOLESALE!

In an effort to compete with certain local industries who, thru their purchasing departments, supply their employees with everything from baby carriages to kitchen utensils and of course, "get it for them wholesale"—factors which certainly make it tough on Torrance merchants who try to sell the same articles at a small profit, Alden Smith this week is advertising brand new Waltham wrist watches at the regular retail price LESS 45%. This discount is the same as that obtainable anywhere and comes direct from the catalogs sent out to the industries.

If you want to give a watch for Christmas and are one of those individuals to whom a discount is irresistible, then Alden Smith "can get it for you wholesale."

LOTS OF CHRISTMAS
Down at J. C. Smith's lot & house emporium is amiable & able Mrs. Pauline Adams, secretary to fire-eating J. C. and a good one, at that.

To Mrs. Adams Shop Talk (Continued on Page 4-B)